



VA-1 Tourism Conference

The Power of Love

Richmond, Virginia

October 4-5, 2010

"The VA-1 Conference is the Virginia Tourism Industry event of the year. It is an opportunity for tourism industry professionals in Virginia to rally together, network and learn about cutting edge education topics. The 2010 VA-1 Conference will be presented by VACVB, VTC and VHTA."

Green Statement: "Virginia Tourism Corporation is a co-sponsor of the Virginia Green program and has taken efforts to ensure that its annual conference is environmentally friendly. Locally-grown foods will be featured during meals."

CORE ACTIVITIES for Green Events

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- Ensured that hotel will provide recycling containers in all conference areas and dining room; hotel also will recycle items in guest rooms

☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:

- Do not use any disposable containers, dishware, cutlery, or cups

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

Food service

- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc., in bulk

- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and serve trays/platters of food instead

Restrooms

- Purchase recycled-content paper-towels and toilet paper

Logistics

- Provide for recycling of boxes and other set-up wastes
- Communicated to vendors that this is a green event

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Have a green event section on its event’s webpage highlighting all of its green activities
- Have signs at the event registration and throughout conference rooms which list all of its green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified its greening efforts and will post estimates of the reduced environmental impacts

For more information on VA-1 Conference 2010, see www.vatc.org/VA1/index.asp or contact Julia Scott at jscott@virginia.org or (804) 545-5575.

Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

